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Understanding Offline Revenue Attribution of Digital Marketing Efforts

Learning how cross-channel attribution models help optimizing ROI

Brady Corporation

Ujjwal Bhattarai

The leading industry event by digital marketers for digital marketers

Brady Corporation: Identifying and Protecting Premises, Products and People



- Brady Corp is a B2B company and it just celebrated its 100th year anniversary in 2014
- WPS division focuses on signs, labels, tags and safety-devices for workplace safety and security



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Ujjwal Bhattacharai



@uj2wal

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Role:

- Sr. SEO Manager

Focus:

- Digital Marketing Strategy, Technology, and Analytics

Goal:

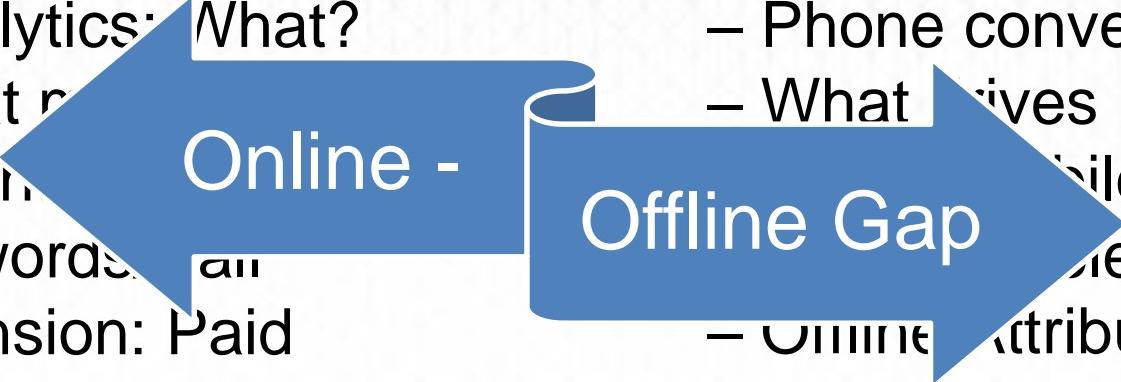
- Growth in Organic Traffic and Revenue

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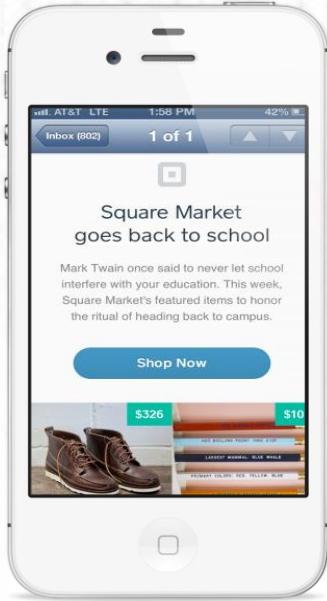


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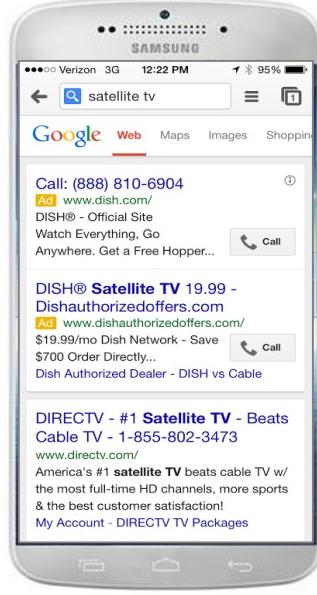
Business Issue: Billion Dollar Hole in Attribution

- Online
 - Analytics: What?
 - Heat maps
 - BrightEdge
 - Adwords: Paid
 - Extension: Paid
 - Data / Insights ✓
 - Offline
 - Phone conversions
 - What drives
 - Mobile calls?
 - Online attribution ?
 - BIG GAP
- 

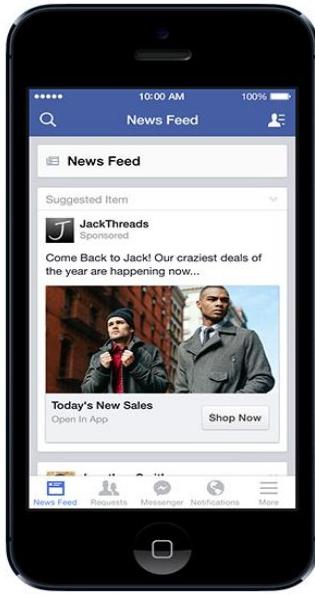
Rise of Mobile Makes This GAP Wider



51% of Emails are Opened on Mobile



Mobile Search to overtake Desktop Search in 2015



100% of Facebook's Revenue Growth is Coming from Mobile



Mobile Ad Spending Growing at 3x

Lack of Attribution: False Negative in Marketing

- When path to conversion moved from online to offline, due to lack of attribution, data delivered **false negative** (expensive cost for bottom line)
- Impact on Content, Paid, DYOs, Catalogs, Reorders



Need for Cross-Channel Attribution Models



- Phone calls convert at **10x to 15x higher** than over the web.
- AOV over the phone is **15-20% higher** than over the web.

What marketing campaigns (from Mobile to Catalogs) are driving all of these highly converting, inbound phone calls? How many?



More Questions ... Begging for Granularity

How many calls were generated through which source and medium?
- Organic / Paid / Direct
- Google / Bing

How many calls are coming through Mobile, what is the call trend, and its revenue impact?

What's the ratio of Branded vs. Non-Branded calls?
What about Text Ads vs. PLAs?

Which campaigns within the paid are generating more phone calls?
Is that normal?

Which geo-location generates more phone calls from within organic campaigns?

What are the top 10 offline revenue generating email offers?
Can we replicate those?

Solution: Optimizing ROI w/ X-Channel Attribution



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Significance of Attribution: Data Brings Answers

Brand 1	% Calls
General Campaign	81.34%
AdWords/ClickToCall	9.52%
Email	7.05%
Offline	2.05%
Video	0.05%

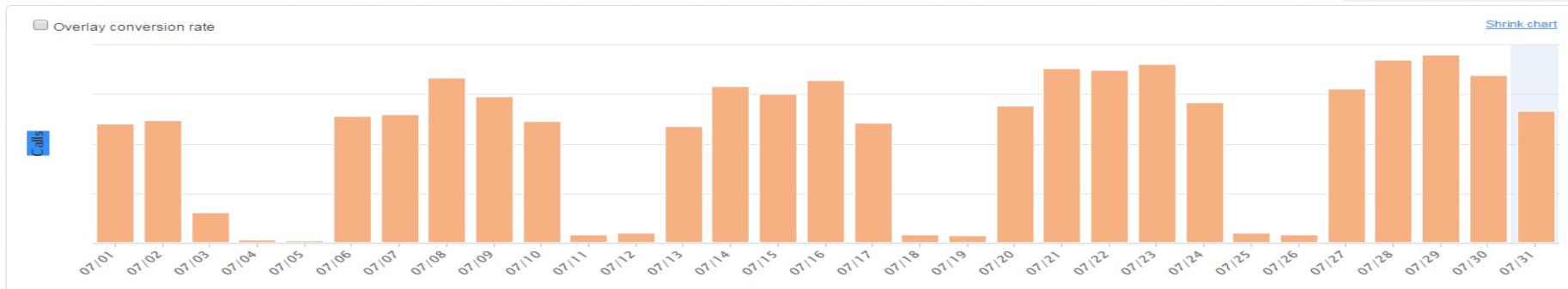
Brand 2	% Calls
General Campaign	58.8%
Email	35.0%
AdWords/ClickToCall	4.8%
Others	1.40%

What digital marketing campaigns are driving all of these highly converting, inbound calls?

5 Key Insights from Cross-Channel Attribution

1. Paid campaigns and their true ROI measurement

- Brand 1: Additional 51% of total Paid Revenue
- Brand 2: Additional 40% of total paid Revenue



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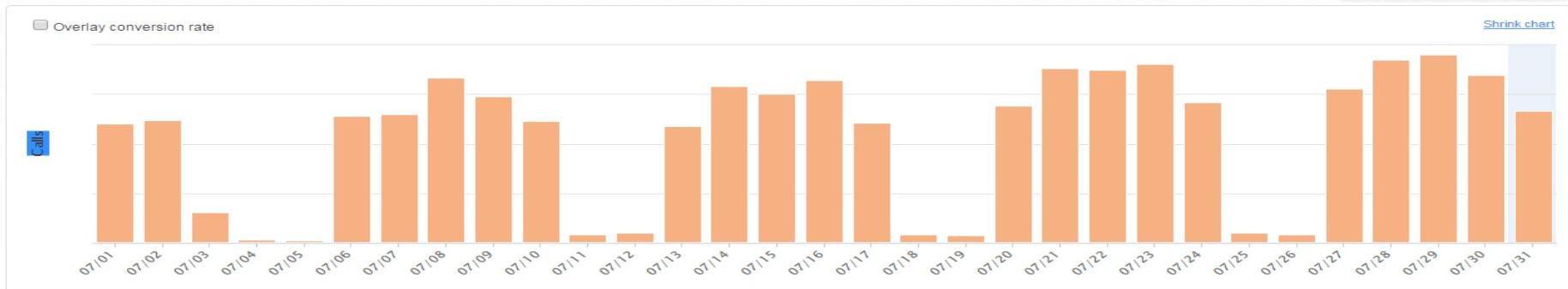


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5 Key Insights from Cross-Channel Attribution

2. Number of phone calls, and revenue impact from email campaigns,

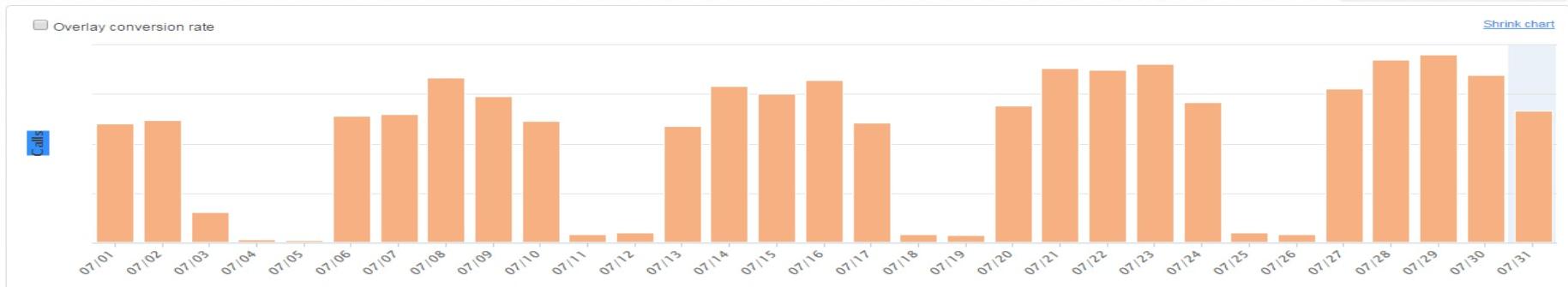
For example: Brand 2 had 35% share of call volume, which was never previously attributed to this channel, allowing learning from these email-campaigns



5 Key Insights from Cross-Channel Attribution

3. Understand the rise of mobile to build necessary B2B mobile strategy:

- Mobile calls grew 56% MoM
- Mobile was in command of 28% of total call volume



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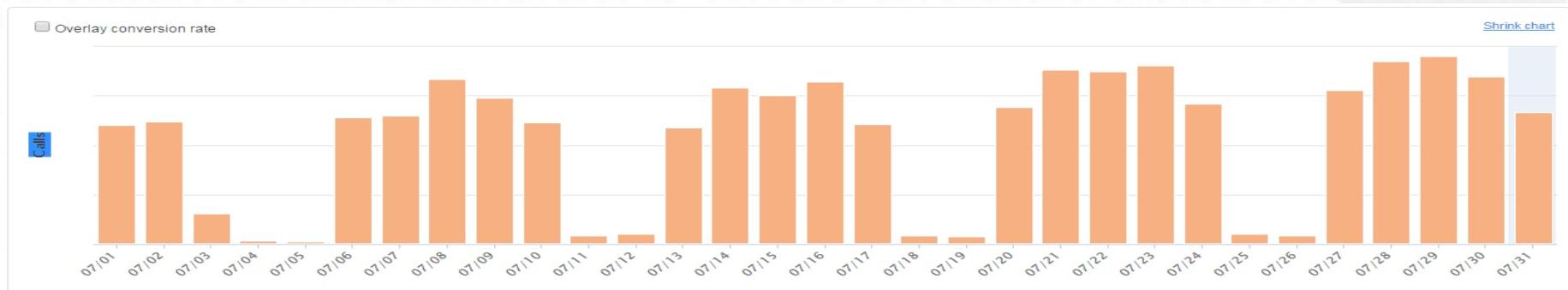
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5 Key Insights from Cross-Channel Attribution

4. Allowed to pinpoint strengths and weaknesses of digital campaigns from geographical reach and conversion
 - Why orders are concentrated in certain states than in others?



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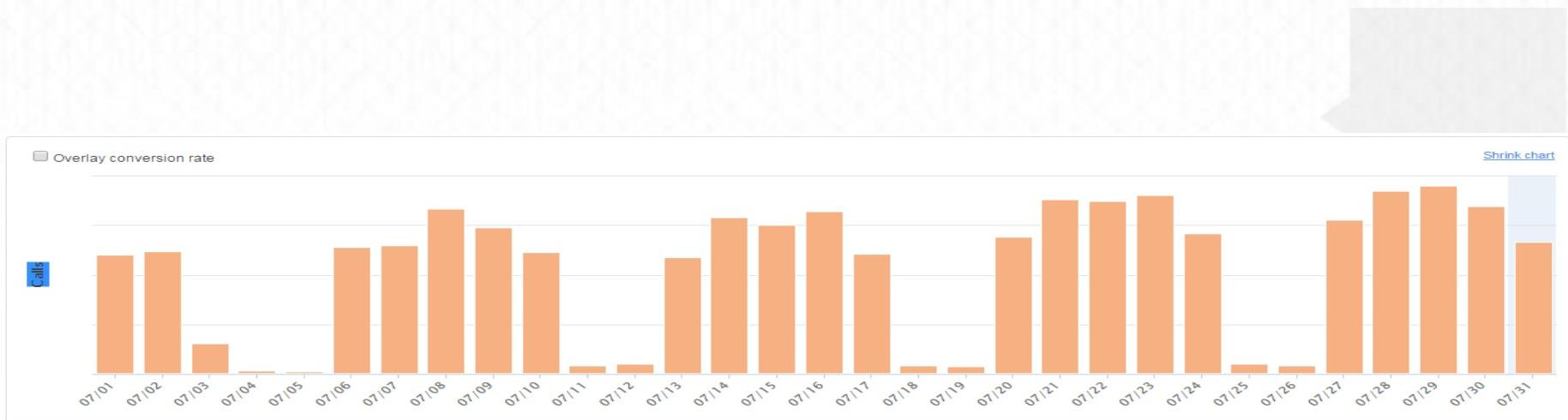
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5 Key Insights from Cross-Channel Attribution

5. Reach of organic campaigns from phone calls generation, allowing content creation strategies
 - BrightEdge: Page Groups and Keyword Groups Generating phone calls



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Bonus: New Data from Phone Conversation



Determine Positive Conversion – How many calls turned into orders?

Behold the Power of Attribution

	Brand 1		Brand 2	
	Revenue*	% Share	Revenue*	% Share
Digital	\$1,234,567	74%	\$1,234,567	67%
Phone Calls	\$345,678	26%	\$345,678	33%
Total	\$1,579,245		\$1,579,245	

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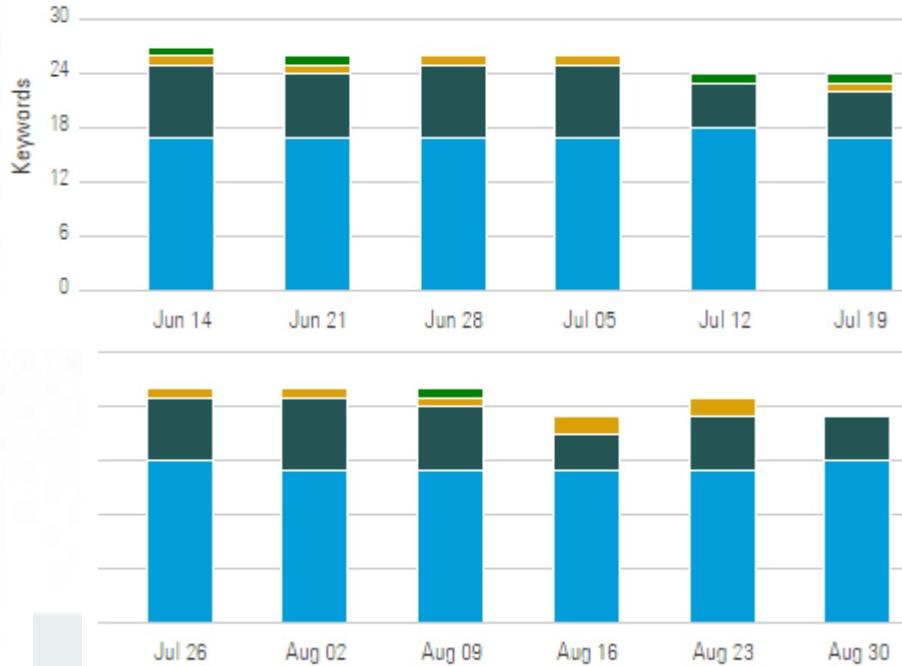
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Brightedge: Page Groups Generating Phone Calls

Optimize with Brightedge

1. Determine keywords generating calls
2. Group keywords into keywords groups by Branded/NonBranded or Product lines or functional use
3. Create Page Groups of PLPs and evaluate if customer behavior (i.e. call) is intended by looking at KPIs such as Bounce Rate, Exit Rate, Conversion Rate and Time on page
4. Refine and Repeat



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Conclusion

1) Don't ignore cross-channel attribution to optimize digital marketing ROI

- a. Identify producing marketing campaigns
- b. Attribute revenue to converting campaigns
- c. Optimize Paid, Organic, Email and Mobile

2) Capture conversation data and pass to sales team/CRM for lead nurturing

- a. Confirm positive conversion by campaign for lead quality
- b. Understand role of competition (by product lines)
- c. Track and optimize pages and keywords using Brightedge